

DEAR READERS,

Shortly before I wrote these lines, I got a phone call from a nice young businesswoman: "Unfortunately, I didn't get around to submitting a piece of jewelry for participating in your Award because I wanted to select it unhurriedly and with special care. But there was so much to do, I had so many urgent orders that I simply didn't get around to it." In my opinion, in this there are two pieces of good news and one piece of bad news. The bad one is that this brand's creation, which I'm sure is remarkable, cannot be presented in this issue. But what can certainly be considered a piece of good news is that our magazine's very young "Schmuck Award" (Jewelry Award) has attracted so much attention from the start that even renowned companies think very carefully about which of their products they want to submit to the jury. And the second piece of good news is that even in these times, people do good business. We are all the more happy about this since we are worrying right along with all those whose order books are not so full. If you ask me what makes the difference between success and failure, I can only say that I am not really in a position to be able to judge. But allow me to refer once again to Matthias Horx, a futurologist, who considers innovation the driving force for business in the future, especially in times of crisis. Peoples' insatiable desire for something new persists even when their

budgets are low. Of course, you'll also see plenty of new things in this issue, discovered and collected at the recent trade shows. By the way, the photo on this page was taken shortly before the Inhorgenta Europe fair. It shows some ladies from the Schmuck Magazin team at the Jewelry



v.l.n.r.
Katharina Möschl,
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Cocktail event held by the Deutsche Schmuck- und Uhren Gesellschaft (German Jewelry and Watch Association) in Munich. But the latter were not the only ones who had a reason to celebrate. Schmuck Magazin had also invited many to attend the award ceremony in order to honor the Top 100 Jewelers of the "Excellent Jewelry Culture" Award with their certificates. We wish you a lot of pleasure reading the special supplement on this topic attached to this issue – and, of course, discovering the many remarkable pieces of jewelry that accompany this issue's major themes such as Necklaces and the Italian Jewelry Scene.

I hope you'll enjoy browsing and reading what we selected for you.

Petra Bäuerle

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Chefredaktion

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